



spielwarenmesse

Mitte Eingang · Entrance

FEEL THE SPIRIT OF PLAY



As part of the international toy industry, you operate in a dynamic and innovative market.

Spielwarenmesse is the only place where you can experience the entire diversity of the industry and take advantage of valuable business opportunities. Here you will meet a global trade audience, make new contacts and strengthen existing partnerships. Discover international trends, present your brand in a unique environment and gain valuable impulses from expert presentations and networking events. But above all: be inspired and actively help shape the future of the toy world!

Nürnberg, 27 – 31 Jan 2026

We are looking forward to seeing you!



Yours Christian Ulrich

Spokesperson of the Executive Board



Yours Jens Plüger

Spokesperson of the Executive Board



Yours Florian Hess

Member of the Executive Board



This was Spielwarenmesse 2025!





2,362 EXHIBITORS
FROM 71 COUNTRIES

57,500 VISITORS
FROM 126 COUNTRIES

175,000 m²
EXHIBITION SPACE



Our participants say

”

It's my first visit to the Spielwarenmesse and to be honest, it really blew me away. I met people there that I've been corresponding with for years – to finally meet them in person is priceless, because that's how you build a business relationship.

HOOPLA INTERACTIV

Ricky Mayers, Visitor

”

Spielwarenmesse is a must! It brings together all the players in the industry, offers a unique atmosphere and is the ideal platform for innovations, trends and international expansion.

OPPI®

Hansel Schloupt, Exhibitor



The meeting point for top decision makers

Industry representatives from all over the world come together in Nürnberg.

Most of the 57,000 visitors from 125 countries came from:



1. Germany

2. Italy

3. Great Britain

4. Netherlands

5. France

6. Spain

7. Poland

8. USA

9. China Mainland

10. Czech Republic

Diverse spectrum of visitors

Thanks to our cooperation with important purchasing cooperations, media and multipliers as well as through global visitor marketing we reach your most important customers:

Toy trade

Department stores

Drugstores

Supermarkets/Discounter

Online retailers

Creative design trade

Specialist baby product trade

Model construction shops

Model railway shops

Stationary trade

Gift trade

Book trade

Electronic goods trade

DIY markets

Nursery/school/
playground outfitters

Sports stores

Decoration products trade

Licencors/licence agencies

Promotional products trade



spielwarenmesse

Home of the industry

Get an overview of the unique variety of the 13 product groups in 18 halls



Click on the **PRODUCT GROUPS** for more information



LIFESTYLE PRODUCTS

Trends in children's rooms – original gifts, clothing and accessories as well as decorations.



DOLLS, SOFT TOYS

The classics of the toy industry – interactive dolls and soft toys also with digital and interactive features, plus accessories.




BABY AND INFANT ARTICLES

For the needs of the very young – a variety of toys and clothing, attractive furnishings for the home and safety, practical care and feeding accessories as well as travel systems.



WOODEN TOYS, TOYS MADE FROM NATURAL MATERIALS

Materials for the future – sustainable toys made from wood, cardboard, cork and other natural materials as well as special pedagogical concepts.



SCHOOL ARTICLES, STATIONERY, CREATIVE DESIGN

Back-to-school and do it yourself – useful utensils for starting school, craft materials for creative pursuits and other paper, office supply and stationery products.



TECHNICAL TOYS, EDUCATIONAL TOYS, ACTION TOYS

An abundant assortment – building, construction and metal toys, educational toys that foster the skills of children of all ages and coveted collectible figures from a variety of themed worlds.



ELECTRONIC TOYS

Technology meets toys – interactive kits for programmable robots, remote-controlled toys for the young and old, ideas for games in virtual worlds and electronic accessories for beginners, professionals and collectors.



MODEL RAILWAYS AND MODEL CONSTRUCTION

Classics and innovations for miniature worlds – complete kits and extensive accessories for beginners, professionals and collectors.



SPORTS, LEISURE, OUTDOOR

Toys for leisure pursuits in summer and winter – exciting innovations such as bicycles, playhouses and ball sports equipment.



FESTIVE ARTICLES, CARNIVAL, FIREWORKS

Everything you need for a celebration – original costumes, decorations and firecrackers for seasonal events and special occasions.



GAMES, BOOKS, LEARNING AND EXPERIMENTING

Fostering creativity – board games and innovative new releases with digital functions, plus children's and young adult literature as well as various educational and experimental kits.



MULTI-PRODUCT GROUP

Comprehensive range of offerings – area for exhibitors with a broad product selection.



SERVICES FOR TRADE AND INDUSTRY

A showcase for experts – from testing and inspection institutes through to packaging manufacturers and agencies offering various marketing services.

Find out who exhibited in 2025





spielwarenmesse

Our support for your successful participation

Regular newsletter dispatch to more than 70,000 interested parties in the toy community

Social media and online campaigns

Advertising in international trade magazines and online portals

Invitation vouchers for your customers

Global press relations, print and online

Worldwide visitor acquisition campaigns

3 options

for your participation 2026



01. Your individual stand

Choose between 4 stand shapes and book the desired space for your individual exhibition stand. You can plan the equipment and design of your stand either with your exhibition stand builder or one of our service partners.



ROW STAND
1 side open
225 €/m²



CORNER STAND
2 sides open
273 €/m²



HEAD STAND
3 sides open
295 €/m²



BLOCK STAND
4 sides open
299 €/m²

Your costs

Space price (requested number of m²)
+ Media package: 750 €
+ AUMA-fee: 0.60 €/m²
+ Waste disposal fee: 5.95 €/m²

Stand construction made easy

Tip

After receiving the stand confirmation, book the **stand construction package BASIC** or **PREMIUM** and get the basic equipment for your successful performance – from the complete stand construction and electrical supply up to stand cleaning.

02. The New Exhibitor Package

With the New Exhibitor Package, we offer a complete solution for those exhibiting at the Spielwarenmesse for the first time.

It provides you with everything you need for your trade fair appearance: from stand space, stand construction and electrical supply through to various marketing measures.

Take advantage of the New Exhibitor Package at a total price of 385 €/m²:

- Stand size between 9 – 20 m²
- Including stand construction, electrical supply and stand cleaning
- All services of the media package, AUMA fee and disposal fee included

03. The StartupArea

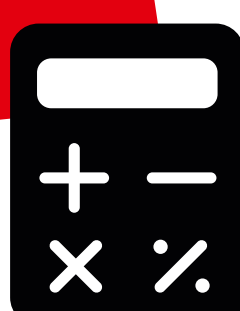
Are you a start-up that has been on the market for no more than 5 years?
And want to present your product ideas at the Spielwarenmesse?
The complete package tailored for young companies makes it easier for your participation in the fair both organizationally and financially.

Book the StartupArea package at a total price of 2,910 €:

- 6 m² stand space
- Including stand construction, electrical supply and stand cleaning
- Meeting lounge for customer meetings
- Free drinks
- All services of the media package, AUMA fee and disposal fee included

Registration fee

The following applies to all three participation options:
There is a one-time registration fee in the amount of 400 €.
Following a review and approval to the Spielwarenmesse 2026, the fee is deducted in full of the participation fee.
The registration fee is returned to you in the case of non-approval.



All costs at a glance

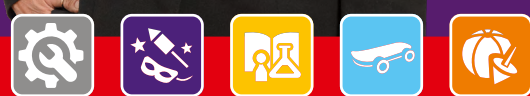
With the trade fair calculator you can calculate all costs for your participation in the Spielwarenmesse.

Secure your stand now



Your personal contact

With us you have ONE contact person for all questions and services relating to your participation.



CLAUDIA HERZOG

Tel. +49 911 99813-46
c.herzog@spielwarenmesse.de



NATALIA KALBERLAH

Tel. +49 911 99813-60
n.kalberlah@spielwarenmesse.de



NICOLE LIPFERT

Tel. +49 911 99813-52
n.lipfert@spielwarenmesse.de

Your international contact person

We have contacts in more than 100 countries.
You are welcome to contact them if you prefer to communicate in your own language.

Find **YOUR** contact



Did you already know?

Spielwarenmesse eG is THE organizer of events and trade fairs in the international toy market.



Further information on
ALL EVENTS



spielwarenmesse 

CELEBRATE WITH US!
75th SPIRIT OF PLAY
Nürnberg, 27 – 31 Jan 2026